

FENDI

My Peekaboo®

The House's iconic Peekaboo® bag takes center stage in a new campaign starring Monica Bellucci, Valeria Golino, FENDI Spokesperson Tang Yan, and Yara Shahidi. Captured in Rome by Laura Sciacovelli, the campaign celebrates the enduring relationship between the House of FENDI and the world of cinema.

Introducing My Peekaboo®, the new expression of the iconic bag designed by Maria Grazia Chiuri for the Fall/Winter 2026–27 collection, the campaign unfolds behind the scenes of a film set, paying tribute to the House's deep-rooted connection to Italian cinema.

Through Sciacovelli's lens, the cast reveals their own intimate backstage rituals, capturing the moments between acting and living, performance and reality. Each woman carries her own My Peekaboo® bag, personalized with her initials—the perfect companion for a life fully lived, both on and off set.

For her first collection for the House, Maria Grazia Chiuri revisits the Peekaboo®'s original silhouette, reintroducing its unmistakable signature opening while honoring the timeless design that has made it a FENDI icon.

The My Peekaboo® personalization service launches in FENDI boutiques and on the House's website beginning September 3.